DraftDirectWorldwide Advertising Estimate

Client: Philip Morris U.S.A.- Parliament Menthol Lights

Job Number: 5410461
Estimate Date: 6/21/96
Estimated Completion: 7/8/96

Project Description: 1996 #1 Menthol Mailing

MLS600396

DraftDirect code		Estimate		Quantity= 150,000 Est Piece Cost
	Pre-Production			
31	Illustration			
	Retouching	$3,000.00		
40	Photography			
39	Separations	$3,300.00		
	Pre-Production Subtotal:		$7,300.00	
	Mail Production			
	Type	$4,500.00		
	Stats	$1,100.00		
	Mechanicals	$4,000.00		
64	Postage	$13,200.00		
54	Printing/Production	$71,512.00		
56	Lettershop	$35,300.00		
70	Freight	$2,000.00		
	Production Subtotal:		$144,332.00	
	Out-Of-Pocket			
62	Messenger/Delivery Fees	$420.00		
60	Legal Fees	$450.00		
71	Travel	$1,000.00		
	Miscellaneous	$500.00		
	OOP Subtotal:		$2,370.00	
	Agency Fees Creative Concept/Development		$35,000.00	
	Agency Commission		$15,582.57	
	NY State Sales Tax		$3,000.00	
	GRAND TOTAL:		$210,634.57	CPM= $1.40

green Offensive menthol sweepstakes

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Comments:
Costs based on quantity of 200,000
Postage: Third class mail
This estimate will succeed all preceding estimates
Estimate does not show the +/- 10% contingency but will be included in the invoice if required

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Approvals:
DraftDirect Worldwide: [signature]
Print Name/Title: Marilyn Chiarero/Account Executive
Date: 6/21/96

Client: [signature]
Print Name/Title:
Date:

2071457085

Source: https://www.industrydocuments.ucsf.edu/docs/gqnm0004